

REGISTER EARLY AND SAVE \$100

Worksite **WELLNESS** *That Works!*

CREATING DYNAMIC WELLNESS PROGRAMS

2012 WORKSHOPS:

Houston
Feb. 27-28

Baltimore
May 7-8

Portland
Aug. 1-2

Milwaukee
Sept. 24-25



THIS WORKSHOP IS A MUST FOR WELLNESS PROFESSIONALS



Don Hall, DrPH, CHES • Founder/CEO, Wellsource, Inc.

- We will help you succeed where so many programs fail by showing you a systematic approach to health management that includes assessment, targeting, intervention, tracking, and outcomes evaluation.
- You will learn the economics of wellness and prevention, and understand the clear association between health risks and health costs, which is critical for justifying your program and promoting your services.
- We will show you the secret of leveraging health assessment data to maximize the results of your interventions and dramatically improve the health of your population.
- You will discover ways to entice new participants to join your program, and learn proven techniques to keep them involved.

WORKSHOP TOPICS



Building the Business Case for Wellness

Successful health professionals need to stay current with the latest research and trends in the wellness industry to be able to develop the most effective wellness programs. In this workshop you will learn:

- The many benefits of a worksite wellness program from an organizational standpoint
- How employees benefit personally from a worksite wellness program
- What components need to be included in a wellness program to get positive results
- Positive results achieved by other companies

Excellent program with experienced presenters, no commercial bias, and based on strong data from good studies.

*James Ogletree, Partner
Health by Design*

Managing Healthcare Costs and ROI

Understanding the economics of wellness and prevention is a key component of running a successful wellness program. You will learn current healthcare cost trends and statistics, and how to effectively manage these costs. In this workshop you will also learn:

- How healthcare costs are linked to health risks and which factors are the best predictors of high claims
- How to estimate preventable claims based on the prevalence of certain health risks in a company population
- Proven wellness strategies that can help reduce healthcare costs in your company



Brian Passon, MS • President of Arch Health & Productivity

Assessing Your Population

Successful health management begins with a comprehensive understanding of the needs of your population. In this workshop, you will learn how to collect meaningful baseline data using state-of-the-art assessment tools and technology. You will learn how to:

- Assess your population's health status
- Measure clinical and biometric data
- Identify the perceived health needs and interests of your population
- Assess cultural factors that will impact your program's success
- Maximize participation in your baseline health assessment

Targeting Your Efforts

By carefully leveraging your data and stratifying your population, you can target your intervention programs toward those risk groups most likely to change, maximizing the impact of your intervention dollars. In this workshop, you will learn to:

- Utilize data to identify areas for health improvement
 - Apply a data-driven decisionmaking process for prioritizing intervention strategies
- Stratify your population and identify eligible candidates for specific interventions
- Target specific audiences by risk and interest with tailored marketing and enrollment strategies
- Develop SMART strategies and goals for your program

MORE WORKSHOP TOPICS



Designing Effective Interventions

Designing successful intervention programs is one of the most challenging and important tasks for the wellness professional. This session shows you how to create attractive programs that generate positive outcomes. You will learn how to:

- Design intervention strategies for individuals across the wellness spectrum
- Create an environment within your organization that supports healthy choices
- Choose programs that will have the greatest impact on costs and health outcomes

Increasing Participation in Your Program

Program participation can make or break your wellness program. What you offer for motivation, incentives, and rewards – and how you deal with roadblocks – can greatly increase the participation level of your program. In this section you will learn:

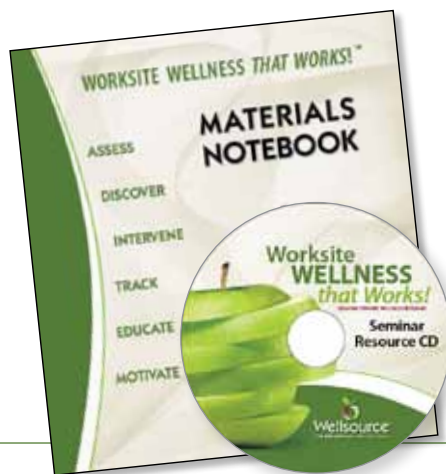
- The importance of internal marketing
- Elements necessary for maximum participation
- How to make your program fun, friendly, and rewarding
- Positive results achieved by other companies
- Ways to address confidentiality concerns of your participants
- How to reduce your company's potential liability due to facility and personnel issues
- Ways to eliminate other roadblocks faced by the participant and wellness administrator



Vanessa Polvi, MA • Corporate Wellness Consultant, Wellsource, Inc.

Excellent! Received a wealth of ideas to assist in planning and implementing our wellness program. The speakers were both knowledgeable and engaging.

*Lynn Skordahl,
Wellness Coordinator
Duininck, Inc.*



Tracking Progress

Permanent lifestyle change is the goal of any wellness program. This workshop will offer you proven ideas and systems for keeping your participants involved and tracking their progress. You will learn how to:

- Design and maintain a tracking system
- Apply proven principles of behavioral change
- Collect critical data for outcome evaluations
- Effectively manage and store your data

Measuring Outcomes

Programs that cannot prove their worth are usually first on the chopping block. You need to demonstrate favorable results and a positive return on investment for continued funding of your wellness efforts. You will learn how to:

- Design programs that support meaningful evaluations
- Select performance indicators and metrics for program evaluation
- Measure and evaluate health and cost outcomes
- Develop management-friendly reports

Resource CD & Notebook

Take the workshop back to your office with these resources:

- Cost & budget calculators
- Step-by-step program design
- Strategic plan samples
- How to produce ROI
- All information from workshop slides

CONTINUING EDUCATION CREDIT OPPORTUNITY

Attending *Worksite Wellness That Works!* qualifies you for up to 12 contact hours through Loma Linda University – Continuing Education Department. Sign up when registering. CEUs are available directly upon payment of the \$35 processing fee. For others, a certificate of completion will be mailed to you as proof of participation that can be submitted to the CEU accreditation organization of your choice. You must attend the entire program to qualify. For questions regarding this process, please contact us at 1-800-533-9355.

For more information and to register, contact your Wellsource sales representative at 1-800-533-9355 or visit www.wellsource.com

Dynamic two-day workshops designed to teach the latest models, strategies, and practices of successful wellness programs.

LEARN TO...

- Plan and design a wellness program or improve an existing one
- Increase participation levels
- Track participants' progress
- Measure and evaluate your results
- Produce positive ROI

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WHO SHOULD ATTEND?

- Health promotion specialists
- Wellness program directors
- Human resource managers
- Employee wellness directors
- Community health professionals
- All health professionals are invited

YOU WILL LEAVE WITH...

- A wealth of information
- Valuable professional contacts
- A reference notebook and CD filled with valuable health data, forms, PowerPoint® presentations and other resource materials to enhance your program



REGISTRATION FORM

PLEASE PRINT

Date and location of workshop you wish to attend:

- Houston** • Feb. 27–28 **Baltimore** • May 7–8
 Portland • Aug. 1–2 **Milwaukee** • Sept. 24-25

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Fax _____
 Email _____

DESCRIBE YOUR BUSINESS

- Insurance Broker Hospital
 Benefits Consultant Corporation
 Wellness Consultant Non-Profit
 Healthcare Professional Other _____

REGISTRATION FEES – PAYABLE IN ADVANCE

- \$745 – Single participant
 \$645 – Single with early payment (six weeks in advance)
 \$695 each – Two or more from same organization
 \$595 each – Two or more from same organization with early payment (six weeks in advance)

NOTE: Registration fees include two continental breakfasts (unless provided by hotel) and two lunches, wellness program reference notebook and CD, and a complete health assessment.

CONTINUING EDUCATION CREDITS

- \$35 – For a processing fee of \$35, I would like to receive a Loma Linda University certificate of completion for up to 12 contact hours for attending *Worksite Wellness That Works*.

\$ _____ **TOTAL REGISTRATION AMOUNT**

METHOD OF PAYMENT

Check or money order enclosed (payable to Wellsource, Inc.)
 Visa Mastercard American Express
 Card # _____
 Expiration date _____
 Cardholder's name _____
 Signature _____

HOTEL ACCOMMODATIONS

Fees do not include hotel accommodations. Details concerning hotel discounts and reservation options will be sent to you upon receipt of registration.

4 WAYS TO REGISTER

- 1). Online: www.wellsource.com/training-workshops
- 2). Phone: 1-800-533-9355
- 3). Fax this completed form to: 503-650-0880
- 4). Mail this completed form to: **Wellsource, Inc.
Attn: Workshops
P.O. Box 569
Clackamas, OR 97015**

ADDITIONAL REGISTRANTS

For additional registrants, please copy this form.

